

# Evaluating Social Media's True Marketing Potential

Kramer REFRESH  
September 24, 2014

FOXWELL  
DIGITAL

# So, who is Foxwell Digital?

DC  Chicago  San Francisco   
MADISON

**Andrew** Digital marketing/social media strategy

Press Secretary, United States Congress

Director of Marketing + New Media, iConstituent

Director of Social, 3Q Digital

**Gracie** Content development/writing/editing/fundraising

The Brookings Institution, Foreign Policy program

The Keystone Center and Keystone Science School

Co-Author, *The Land of Milk and Uncle Honey*, University of Illinois Press

# IMPORTANT NOTE

There are countless “digital dark artists.”

Perhaps you’ve already met some of them? Rest assured...

I’m not one of those guys.



“I need answers on digital attribution. Who’s out there who can really help?”

- Executive Vice President of Marketing,  
largest online subscription box retailer in U.S.

# ADWEEK



## Media Plan of the Year

Submit your entries now  
—the deadline to enter is  
now Sept. 19



## Brand Genius: The Honorees

Our 25th crop of  
marketers will be feted  
Sept. 30



## Readers' Choice Awards

Vote for your favorite  
magazines, shows,  
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DATA  
POINTS

# A Glimpse Into Marketers' Social Media Strategies

## Even the big guys struggle to measure ROI

By Melissa Hoffmann

"97% of those surveyed said they use some form of social media marketing, while **only 37% reported being able to measure ROI**—and this problem extends to even the largest marketers, 78% of whom said they **struggle with this measurement.**"

**Fact:** 67% of Facebook users see an ad on one device and *convert* on another.

**Problem:** Social channels continue to alter their measurement tools and readjust algorithms, so online marketers don't always know the latest trends, or what specific tools to implement.

**Today's Discussion:** Tracking and evaluating your social media impact, by sharing content and online advertising, with a unique emphasis on Facebook.

# Components for Ongoing Success + Impact

PART I: **BUILD** and **LAUNCH** strategic Facebook advertising campaigns

PART II: **DEVELOP** multi-faceted attribution models for Facebook + Google Analytics

PART III: **DIVE** into the data, then continue to **REFINE** to **IMPROVE** results

"We know we need to try  
Facebook advertising,  
because all our competitors  
are doing it. But we have no  
idea how to get started in a  
smart, strategic way."

- Vice President of Marketing,  
national retail chain with 120+ stores



# PART I: STRATEGIC FACEBOOK ADS

1. Define your **ideal audience**.
2. Evaluate your ad creative from the **user's perspective**.
3. Set **clear expectations** of what metrics you wish to track, and why.
4. Empower yourself and your staff by learning advanced tools, such as **Facebook's Power Editor**.
5. Launch strategic advertisements that directly meet your organization's needs **based on clear objectives**.

# Define Your Ideal Audience

## Demographics

Age / gender / marital status / geographic location

## Interests

What do they “like” or talk about on Facebook?

## Behaviors

What consumer behaviors do they have?

## Custom Audiences



Email lists / Customer Lists / Lookalike Audiences

## Audience Insights


Input email lists and/or a fan base to Facebook’s tool in order to understand income, likes, and more about your audience

# Ad Creative That Works

*"Would I click on that?"*

 **Of a Kind**  
Sponsored · 


The very best site on the internet for a super-cool gift for that impossible-to-shop-for friend



**Find out about the freshest up-and-coming brands**  
Head to Of a Kind to buy limited-edition exclusives, shop designers' full collections, and read their stories.


OFAKIND.COM [Shop Now](#)

Like · Comment · Share ·  17

 **HootSuite** · Suggested Post [Like Page](#)

HootSuite Social Media Management. Powerful. Robust. Easy. Enjoyed by dogs.

Try it free for 30 days now.



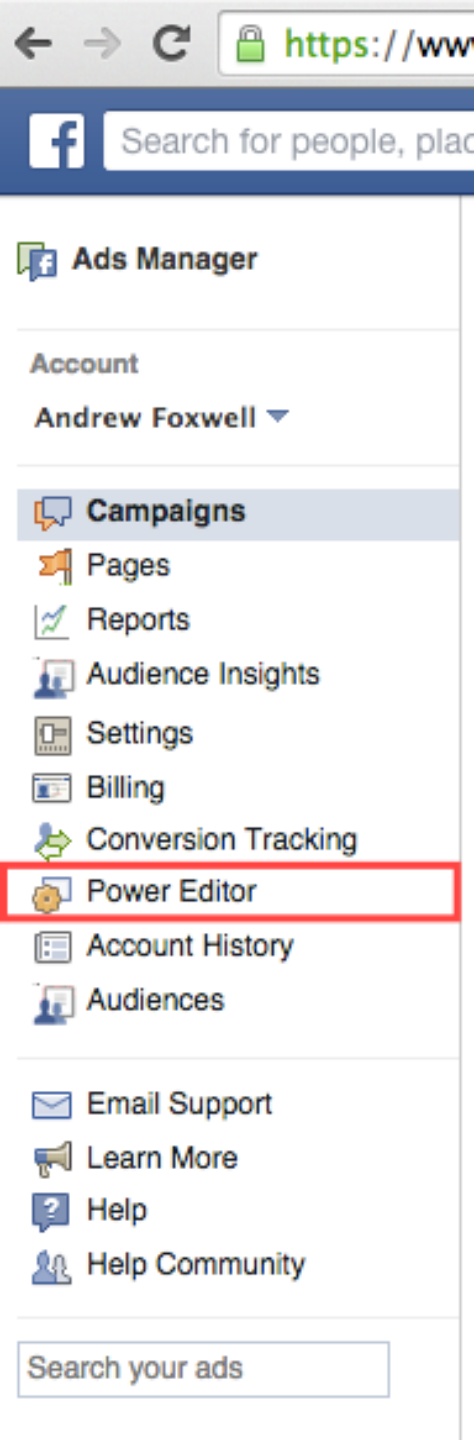
**HootSuite Social Media Management Tool**  
[www.hootsuite.com/free-trial](http://www.hootsuite.com/free-trial)  
HootSuite Pro is a social media management tool that lets you schedule tweets, manage all your social accounts from the same place, and much more!

Like · Comment · Share ·  80  4  5 · Sponsored

## Remember: WWP

# Setting Clear Expectations





# Empower Yourself with Advanced Tools


The **Facebook Power Editor** provides:

- + **Personal control** over every part of the advertising and page management process


- + **Easy, multivariate testing** of ad creative and targeting options

- + More **sophisticated campaigns** so you're spending money in a targeted, impactful manner that best suits your business

# Build Objective-Based Advertisements


 Page Post Engagement

 Page Likes


 Clicks to Website

 Website Conversions

 App Installs

 App Engagement

 Event Responses

 Offer Claims

On Facebook, **almost any advertising objective is achievable.**

Do you want increased page engagement, clicks to your website, purchases, app installs, event responses?

Focus your ads on your ideal objective and **Facebook will optimize your ads for that specific goal.**

Your Facebook advertisements will be measured by “cost-per-X.”

"Our digital agency tells us  
we're getting 600% ROI.  
How is that possible?"

-Director of Marketing,  
urban arts center with over 1 million annual visitors

## PART II: DEVELOPING and ALIGNING ATTRIBUTION MODELS

1. Facebook website **clicks**
2. Facebook website **conversions**
3. Facebook **Like growth** (yes, it's worth it)
4. Facebook **cross-device tracking**
5. Google Analytics **UTM visits** (direct click visits)
6. Google Analytics **referrals** and **time on site** data



# Track Facebook Website Clicks + Conversions

The screenshot displays the Facebook Ads Reporting interface. On the left, a sidebar contains navigation links: Campaigns, Pages, Reports (highlighted with a red box), Old Reports, Old Scheduled Repo..., Audience Insights, Settings, Billing, Conversion Tracking, Power Editor, Account History, and Audiences. The main area shows the 'Facebook Ads Reporting' header for the 'Foxwell Report (edited)'. Below the header are buttons for Schedule, Save, Share, and Export. A red box highlights the 'Edit Columns' button. The 'Edit Columns' dialog box is open, showing a list of Column Sets on the left: General, Page, App, Conversion, Demographic, Geographic, Placement, and Cross-Device. The 'Actions' column set is selected and highlighted with a red box. The dialog box also displays a table of Dimensions and Metrics, with 'Actions' highlighted. The 'Facebook Page' section on the right lists various metrics, with 'Website Clicks' checked. The 'Page Engagement' section at the bottom explains the metric. A red box highlights the 'Save Columns' button at the bottom right of the dialog box.

**Facebook Ads Reporting**

Reports ▾ **Foxwell Report (edited)** Schedule Save Share Export

**Edit Columns**

Use the columns sets, metrics and dimensions to show the ads data most important to you.

**Column Sets**

- General
- Page
- App
- Conversion
- Demographic
- Geographic
- Placement
- Cross-Device

**Dimensions**

- Data Aggregation 3
- Data Breakdowns
- Metrics
- Delivery & Spend 1
- Clicks
- Actions 2**
- Revenue
- Cost per Action 2

**Facebook Page**

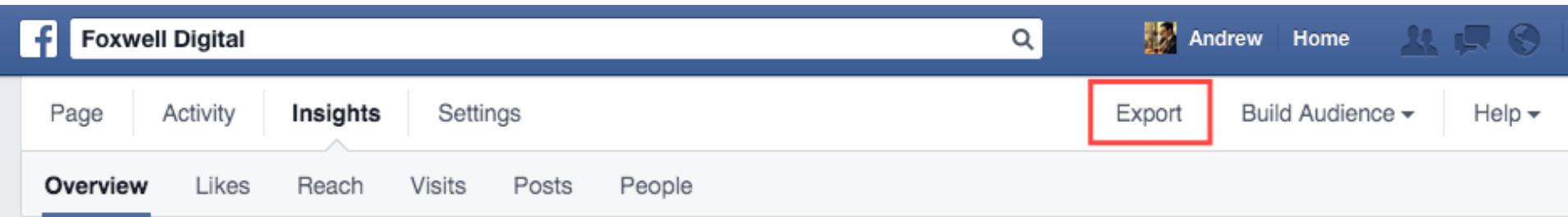
- ☐ Page Likes
- ☐ Page Engagement
- ☐ Post Engagement
- ☐ Post Likes
- ☐ Post Comments
- ☐ Game Plays
- ☐ Post Shares
- ☐ Photo Views
- ☒ Website Clicks
- ☐ Offer Claims
- ☐ Check-ins
- ☐ Page Mentions

**Page Engagement**

The number of actions related to the Page and your Page's posts as a result of your ad.

Save Columns Cancel

# Track Facebook Like Growth



Learn **WHERE** your Facebook page likes come from: people going directly to your page, people seeing a friend's interaction with your page and then liking your page, people seeing a promoted post and then liking your page, etc.

**WHY** is tracking Like growth important? You can better equip yourself and your team on **HOW** to best engage your fans.

Page fans can be one of your best, most engaged audiences. You can show fans **sequential messaging** and expose them to **new, updated content** over time.

# Track Facebook Cross Device Tracking

**Edit Columns**

Use the columns sets, metrics and dimensions to show the ads data most important to you.

Some metrics aren't supported with the General Metrics report you've selected. [Why?](#)

**Column Sets**  
General  
Page  
App  
Conversion  
Demographic  
Geographic  
Placement  
Cross-Device

Dimensions	
Data Aggregation	1 ▶
Data Breakdowns	1 ▶
Metrics	
Delivery & Spend	▶
Clicks	▶
Actions	1 ▶
Revenue	▶
Cost per Action	▶

☐ None  
☐ Age  
☐ Gender  
☐ Age and Gender  
☐ Country  
☐ Placement  
☒ Cross-Device  
☐ Destination

**Age**  
The age range of the people you've reached.

Save Columns

Cancel

# Track Google Analytics UTM Visits

Primary Dimension: Source / Medium   Source   Medium   Keyword   Other ▾

Plot Rows   Secondary dimension ▾   Sort Type: Default ▾

<input type="checkbox"/>	Source / Medium ?	Acquisition		
		Sessions ? ↓	% New Sessions ?	New Users ?
		<b>9,196</b> % of Total: 3.42% (268,787)	<b>48.52%</b> Site Avg: 31.44% (54.33%)	<b>4,462</b> % of Total: 5.28% (84,508)
<input type="checkbox"/>	1. facebook / cpc	<b>3,708</b> (40.32%)	76.29%	<b>2,829</b> (63.40%)
<input type="checkbox"/>	2. facebook.com / referral	<b>1,800</b> (19.57%)	16.28%	<b>293</b> (6.57%)
<input type="checkbox"/>	3. m.facebook.com / referral	<b>1,793</b> (19.50%)	56.83%	<b>1,019</b> (22.84%)
<input type="checkbox"/>	4. l.facebook.com / referral	<b>1,664</b> (18.09%)	14.48%	<b>241</b> (5.40%)
<input type="checkbox"/>	5. lm.facebook.com / referral	<b>230</b> (2.50%)	34.78%	<b>80</b> (1.79%)
<input type="checkbox"/>	6. m2.facebook.com / referral	<b>1</b> (0.01%)	0.00%	<b>0</b> (0.00%)

# Track Google Analytics Referrals + Time on Site

Primary Dimension: **Source** [Landing Page](#) [Other](#) ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾ facebook

	Source ?	Acquisition			Behavior		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		<b>5,488</b> % of Total: 2.04% (268,787)	<b>29.76%</b> Site Avg: 31.44% (-5.36%)	<b>1,633</b> % of Total: 1.93% (84,508)	<b>65.58%</b> Site Avg: 44.74% (46.58%)	<b>2.49</b> Site Avg: 3.44 (-27.64%)	<b>00:02:19</b> Site Avg: 00:03:51 (-39.88%)
<input type="checkbox"/>	1. facebook.com	<b>1,800</b> (32.80%)	16.28%	293 (17.94%)	56.72%	2.71	00:02:34
<input type="checkbox"/>	2. m.facebook.com	<b>1,793</b> (32.67%)	56.83%	1,019 (62.40%)	87.67%	1.27	00:00:28
<input type="checkbox"/>	3. l.facebook.com	<b>1,664</b> (30.32%)	14.48%	241 (14.76%)	50.06%	3.66	00:04:12
<input type="checkbox"/>	4. lm.facebook.com	<b>230</b> (4.19%)	34.78%	80 (4.90%)	75.22%	1.70	00:01:15
<input type="checkbox"/>	5. m2.facebook.com	<b>1</b> (0.02%)	0.00%	0 (0.00%)	0.00%	3.00	00:01:06

"Well, I've never really gotten into the analytics, but I know Facebook helps. So my bosses let me do whatever I want on the platform."

-Digital Director,  
national restaurant chain with 75+ locations

# PART III: DIVING DEEPER INTO THE DATA

1. Post consumption vs. impression
2. Stories vs. impressions
3. Negative feedback vs. post consumption
4. Total reach vs. likes

# Brands' Organic Facebook Reach Has Crashed Since October: Study

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## Facebook Reportedly Slashing Organic Reach for Pages

Is social net trying to force bigger ad spends? By Melissa Hoffmann

### Warning: If You Have A Facebook Fan Page, Read This...

by Derek Halpern | [Follow Him on Twitter Here](#)





# Whhhhhhy?

“On average, there are 1,500 stories that could appear in a person’s News Feed each time they log onto Facebook. For people with lots of friends and Page likes, as many as 15,000 potential stories could appear any time they log on. **We show them 300.** News Feed is designed to show each person on Facebook the **content that’s most relevant to them.**”

<https://www.facebook.com/business/news/Organic-Reach-on-Facebook>



Page

Activity

Insights

Settings

Export

Build Audience ▾

Help ▾

Overview

Likes

Reach

Visits

Posts

People

## Post Consumption vs. Impression

Shows how many times a post was consumed (clicked) vs. how many people saw it.

## Stories vs. Impression

Shows how many people created stories (liked, commented, or shared a post) vs. how many people simply saw a post.



Page

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## Negative Feedback vs. Post Consumption

Shows how negatively a post was received, based on hiding posts or reporting posts as spam. The greater the percent of negative feedback, the worse the post is considered.

## Total Reach vs. Likes (True Organic Reach)

Shows how many times a post was served in proportion to how many total likes the page has.

# It's a Wrap, People!

1. Who are you targeting with online content/ads?
2. Why are you targeting these audiences?
3. How are you attributing success across multiple channels?
4. What specific metrics and data are you reviewing to continually refine and improve your online marketing strategies?



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